Code - Course	064437- Protocol and Events Management		
Thematic Area	Hotel markerting management	Year	Third / Fourth
Course Type	Optional (Hotel management specialization)	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

Protocol has existed for as long as human beings have been around, as it is a part of our lives and it is present everywhere. The major objective of this course is to identify all the important aspects related to protocol and etiquette both in social and professional environments and to take them into account at every workplace.

GENERAL SKILLS

GS02- Have business vision.

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS09- Understand and use information technology and information management systems in tourism.

SS17- Understand and implement quality standards in the processes of tourism service

ACADEMIC CONTENTS

1. An introduction to protocol.

2. Types of protocol and their social and professional functions.

3. Political protocol etiquette.

4. Processes.

5. Banquet and event organization.

6. Safety and security issues.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Theoretical lessons
- Practical cases
- Group dynamics
- Brainstorming
- Oral presentations

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	55 %	40 %
Attendance and participation	5 %	---
Individual Written Final Exam	40 %	60 %

<u>Review and Reassessment of the Course</u>

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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De Urbina, J.A. (2002). El Arte de Invitar. Spain: Temas de hoy .

Post, A; Post, L; Post, P;_ Post Senning, D (2011). Emily Post's Etiquette. USA: Harpercollins.

Innis, P; Mc Caffree, M.J.; Sand, R.M. (2015). The Protocol Red Book 35th Edition. USA: Durban House.